

From: Mike Wall  
Sent: Thursday, December 20, 2007 7:28 PM  
To: BehavioralMarketingPrinciples  
Subject: comments on your Behavioral Advertising guidelines

I read your web page  
<http://www.ftc.gov/opa/2007/12/principles.shtm>

In my opinion, you are being way too accomodating to the companies, and not protecting the public enough. Three items:

1. The guiding principle should be "every individual controls all their own personal data" and companies must explicitly request access to that info.
2. There should be a national or worldwide "opt out" system, much like the "do not call" list for telephone marketing, which enables users to permanently opt out of ALL data collection. Allow users to tag their IP address or e-mail login name as "do not collect info about me". Companies that ignore the list should pay a large fine; repeat offenders should be shut down.
3. There also needs to be some way for internet users to easily check what data pertaining to them is being stored by Yahoo, Google, etc., and let users easily delete that data.

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